

## AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated in the below listing of claims that will replace all prior versions and listings of claims in the application.

1. (Currently Amended) A method for displaying advertising in an electronic program guide on a display device, the electronic program guide comprising at least a list of program cells each containing a program choice available for viewing, the method comprising:

scrolling the list of program cells on the display device in a first direction in accordance with a first scrolling scheme; displaying an advertisement cell within the list of program cells;

moving the advertisement cell in the first direction in accordance with a second scheme different than ~~the~~ first scrolling scheme as the list of program cells scrolls in the first direction, wherein moving the advertisement cell in accordance with the second scheme comprises scrolling the advertisement cell in concurrence with the scrolling of the program cell list during a first time portion ~~in which the program cell list scrolls and~~, keeping the advertisement cell stationary during a second time portion in which the program cell list scrolls; ~~and determining~~, the second time portion based upon a first number of program cells which have moved past the advertisement cell while the advertisement cell is kept stationary[.], and scrolling the advertisement cell in concurrence with the scrolling of the program cell list upon expiration of the second time portion.

2. (Original) The method of claim 1, comprising controlling the second scheme from a location remote from the display device.

Claims 3-4 (Canceled)

5. (Previously presented) The method of claim 1, comprising receiving the first number of program cells from a location remote from the display device.

6. (Previously presented) The method of claim 1, wherein the first direction comprises a vertical scrolling direction on the display device.

7. (Original) The method of claim 6, wherein the program cell list contains a top cell and a bottom cell displayed on the display device, wherein keeping the advertisement cell stationary comprises keeping the advertisement cell stationary when the advertisement cell reaches the top or bottom cell of the program cell list.

8. (Previously presented) The method of claim 1, wherein keeping the advertisement cell stationary comprises keeping the advertisement cell stationary during scrolling of a set number of program cells in the program cell list.

9. (Original) The method of claim 1, comprising inserting an advertisement into the advertisement cell which advertisement is related to one or more program cells displayed in the program guide on the display screen.

10. (Original) The method of claim 9, comprising replacing the inserted advertisement in the advertisement cell with another advertisement when the program choices displayed in the program guide change due to scrolling of the program cells.

11. (Original) The method of claim 1, wherein the electronic program guide comprises program choices available for viewing at scheduled times, and wherein the program cells are arranged according to the scheduled times of the program choices.

12. (Original) The method of claim 11, comprising inserting an advertisement into the advertisement cell which advertisement is related to a program

choice available for viewing at a time close in time to the scheduled times of program choices displayed on the display screen.

13. (Original) The method of claim 12, wherein inserting the advertisement comprises inserting the advertisement related to a program choice available for viewing at a time which is past the scheduled times of program choices displayed on the display screen.

14. (Original) The method of claim 1, wherein moving the advertisement cell in accordance with the second scheme comprises scrolling the advertisement cell in concurrence with the scrolling of the program cell list during a first time portion in which the program cell list scrolls and scrolling the advertisement cell during a second time portion in which the program cell list is stationary.

15. (Original) The method of claim 14, comprising displaying a highlight cell on the display device such that program and advertisement cells may enter the highlight cell, and wherein scrolling the advertisement cell during a second time portion comprises scrolling the advertisement cell when the advertisement cell is entered in the highlight cell.

Claims 16-35 (Canceled)

36. (Currently Amended) A user interface for an interactive program guide displayable on a display device, comprising:

a plurality of program cells arranged in at least one row or column on a display device, the program cells being movable on a display device in response to user input;

an advertisement cell contained within the program cell column or row,  
the advertisement cell being configured to move on the display device in response to user  
input;

wherein during a first time the program cells and advertisement cell move  
in concurrent fashion and during a second time the advertisement cell remains stationary  
on the display device during movement of the program cells, wherein the first time and  
the second time occurs during a single scrolling movement of program cells in one  
direction, the second time is based upon a first number of program cells which have  
moved past the advertisement cell while the advertisement cell is kept stationary and  
moving the advertisement cell in concurrent fashion with the program cells upon  
expiration of the second time.

Claims 37-40 (Canceled)

41. (Currently Amended) A user interface for an interactive program  
guide displayable on a display device comprising:

a list of program choices arranged in at least one row or column on a  
display device, the listing being navigated by a user through scrolling in accordance with  
a first scrolling scheme; and

an advertisement cell contained within the program listing column or row,  
the advertisement cell being configured to move on the display device in accordance with  
a second scrolling scheme different than the first scrolling scheme while the listing is  
scrolling in accordance with the first scrolling scheme, wherein moving the advertisement  
cell in accordance with the second scrolling scheme comprises scrolling the  
advertisement cell in concurrence with the scrolling of the program cell list during a first

time portion in which the program cell list scrolls and, keeping the advertisement cell stationary during a second time portion in which the program cell list scrolls, the second time portion is determined based upon a first number of program cells which have moved past the advertisement cell while the advertisement cell is kept stationary, and scrolling the advertisement cell in concurrence with the scrolling of the program cell list upon the expiration of the second time portion.

42. (Previously presented) The user interface of claim 41, comprising a list of service identifiers displayed in association with the program choices in the program choice listings and an advertisement identifier contained in the list of service identifiers and displayed in association with the advertisement cell.

Claims 43-44 (Canceled)